

Development coalition secures matching funding from province to attract soybean facility

FOR IMMEDIATE RELEASE

BRANDON, Man. – The Westman Opportunities Leadership Group (WOLG) and its development partners has secured \$75,000 in new Provincial funding from the Manitoba Department of Municipal Relations through the “Partner 4 Growth” program. This new funding will help advance WOLG’s efforts to attract a world-scale soybean processing facility to Manitoba.

These new funds add to the significant community funding that has been raised over the past year from five member communities, all focused on building community capacity and understanding of the opportunity that could come to Manitoba.

“In this case, the community of Neepawa and the Neepawa and Area Development Corporation (NADCO) was instrumental in helping secure provincial funding”, confirmed Ray Redfern, Chair of the WOLG. “They led the fund development process and were instrumental in guiding a successful application, of which we are most appreciative. This is another good example of how our five-member communities are working together to a common goal.”

Building off of a very successful November 2017 conference in Brandon, the funding provided by Municipal Relations will enable the creation of a multi-community development plan. With 3 million acres in soybean cultivation in Manitoba and Saskatchewan in 2017 the conference confirmed there is an opportunity to establish a facility to process soybeans in Manitoba. The conference confirmed broad support for moving ahead and the funding provided will help make this happen.

Over the coming weeks a “Design Team” will be established to guide the strategic development process. This team will deliver a complete strategy that identifies all the activities needed to successfully attract a future soybean-processing plant, including establishing specific outcomes and designating accountability for delivery.

The WOLG is made up of business, academic and community leaders. Community participation by Brandon, Neepawa, Virden, Russell and Carberry has been instrumental in building community understanding of the opportunity and a consensus that the time is right to undertake a serious attraction effort to ensure a facility locates here rather than in another jurisdiction. Additional community participation is invited.

WOLG also has partnered with Brandon University to support investment attraction efforts.

“We will be working over the coming weeks with our five regional members and BU to move ahead,” Redfern said.

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FOR MORE INFORMATION

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